

## Dealer Letter from Region

Attachment A

To: General Managers

Title: Safety Recall Outreach Program

Dear General Manager:

Safety Recall completion is important to deliver on our commitment to customer safety and satisfaction. After the initial Safety Recall letter is issued to all customers, Toyota historically has used a series of owner re-notification letters to inform and remind customers of the need to have non-completed Safety Recalls performed. Toyota is beginning a pilot program, known as the Toyota Safety Recall Outreach Program that will employ a variety of other **communication methods designed to contact customers and encourage them to have open Safety Recalls completed.**

Toyota will begin the pilot of the Toyota Safety Recall Outreach Program with vehicles involved in Safety Recall E04 – Front Passenger Airbag Inflator Module. While this Safety Recall currently is focused in the Southeast Toyota, Gulf States Toyota, Hawaii and US Territory geographic areas, all Toyota Regions have some customers with involved vehicles and those customers will be included in the outreach activity.

### **Safety Recall Outreach Program**

The purpose of this program is to:

- Expedite recall completion
- Contact customers that are difficult to reach using traditional registration data sources
- Improve awareness and completion of safety recalls for vehicles involved in fleet or business accounts
- Provide customers with enhanced support and answers to common questions
- Assist customers in scheduling appointments with their preferred dealer

In order to facilitate this program, Toyota has partnered with an experienced customer service provider to staff and implement the project and staff the Safety Recall Resolution Team (SRRT). The Toyota SRRT will use the following methods aimed at assisting customers in scheduling appointments for Safety Recall remedy with an authorized Toyota dealer:

- Pre-Recorded Phone Messages
- Live Agent Outreach Phone Calls
- Designated Hotline, Staffed by specifically trained Toyota SRRT agents
- Email Communications
- Safety Recall and Vehicle Specific Websites

### **Program Outline**

As previously mentioned, Safety Recall E04 will be the first field action to implement this pilot program. The following table outlines the different methods that will be used to contact customers that have not had this Safety Recall completed.

#### ***Pre-Recorded Phone Messages instructing the customer to:***

If a live person answers:

- 1- Hold for the next available representative

If Voice Mail/Service Answers

- 1- Message left encouraging owner/driver to contact an authorized Toyota dealership to schedule an appointment.
- 2- Provide Toyota SRRT toll free number (1-844-857-0342) for additional information and for assistance in scheduling an appointment.
- 3- Encourage log in to [www.myToyotaAuto.com](http://www.myToyotaAuto.com) for additional information and assistance in scheduling an appointment.

#### ***Email Communications containing information similar to the previously mailed owner letter and instructing the customer to:***

- 1- Contact an authorized Toyota dealership to schedule an appointment.
- 2- Call the Toyota SRRT toll free number (1-844-857-0342) for additional information and for assistance in scheduling an appointment.
- 3- Log in to [www.myToyotaAuto.com](http://www.myToyotaAuto.com) for additional information and assistance in scheduling an appointment.

(Program Outline Continued...)

**Postcard Reminders with brief information on the Safety Recall and instructions to:**

- 1- Contact an authorized Toyota dealership to schedule an appointment.
- 2- Call the Toyota SRRT toll free number (1-844-857-0342) for additional information and for assistance in scheduling an appointment.
- 3- Log in to [www.myToyotaAuto.com](http://www.myToyotaAuto.com) for additional information and assistance in scheduling an appointment.

**Internet Support providing:**

- 1- Background of Safety Recall
- 2- Recommended actions
- 3- Dealer locator tool
- 4- Appointment scheduling
- 5- Ability to update owner's information.

General URL: [www.myToyotaAuto.com](http://www.myToyotaAuto.com)

Personal URL: <http://e04.myToyotaAuto.com/JohnDoe>

**Live Agent Phone Calls that will:**

- 1- Provide information and address customer questions and concerns.
- 2- Assist in scheduling an appointment with the customer's preferred Toyota dealer.
- 3- **Warm transfer** customers wishing to schedule an appointment to the dealership (e.g. call the dealer and transfer the customer).
- 4- Assist any customers whose airbag has been disabled under this recall in scheduling a return appointment with the dealership for replacement.

**Time Schedule for Safety Recall Outreach Program – E04 Pilot Program**

**December 2014**

- Pre-Recorded Phone Messages – December 4<sup>th</sup>
- Email – December 5<sup>th</sup>, 8<sup>th</sup>, 15<sup>th</sup>
- Live Agent Contacts – December 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>

**January 2015**

- Postcard – January 5<sup>th</sup>, 19<sup>th</sup>

**February 2015**

- Email – February 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>
- Live Person Contact – February 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>

**March 2015**

- Emails – March 18<sup>th</sup>, 25<sup>th</sup>
- Postcards – March 20<sup>th</sup>
- Live Person Contact – March 18<sup>th</sup>, 25<sup>th</sup>

**April 2015**

- Emails – April 18<sup>th</sup>
- Postcards – April 17<sup>th</sup>
- Live Person Contact – April 18<sup>th</sup>

**May 2015**

- Postcards – May 1<sup>st</sup>



**PLEASE HURRY!**  
CALL THE CUSTOMER EXPERIENCE CENTER RIGHT NOW AT 1-844-857-0342 TO SCHEDULE YOUR FREE REPAIR.

**HOW DO I SCHEDULE MY FREE REPAIR?**  
Our goal is to provide you with the best service. Please find three options below to help schedule your repair:

1. Your best option: Simply call the Customer Experience Center at 1-844-857-0342 Monday through Friday, 7 a.m. to 9 p.m. CST and we'll get you scheduled for this free repair right away. We will set the appointment for most convenient for you as best we can.
2. Call your Toyota dealer to order your replacement part and schedule an upcoming service appointment. And don't forget to bring this Recall Notice with you when you take your vehicle in.
3. Visit the personal website we set up for you at: <http://e04.myToyotaAuto.com/JohnDoe> where you can review all your scheduling options. When you visit this website, you will be asked to provide the last four numbers of your Vehicle Identification Number (VIN) to protect and verify your identity. You can find the

11T1P1\*\*\*-\*\*\*\*\*-AUTO\*\*3-DIGIT 453  
John Smith  
123 Street Rd  
Anywhere, OH 12345-1234



**URGENT RECALL NOTICE**  
AIRBAG INFLATOR

**CALL 1-844-857-0342 NOW TO SCHEDULE YOUR FREE REPAIR.**

**VEHICLE INFORMATION**  
2003  
TOYOTA COROLLA MATRIX  
VIN XXXXXXX

**YOUR 2003 TOYOTA COROLLA MATRIX requires an important repair that could affect your safety.**  
Toyota strongly recommends that you have this Safety Recall remedy performed immediately. If you do not follow the instructions in this letter, you should not drive your vehicle.  
Please read this entire notice and respond today to schedule your free repair!

**DEALERSHIP INSTRUCTIONS:** Please reference Safety Recall B04.

11T1P1\*\*\*-\*\*\*\*\*-AUTO\*\*3-DIGIT 453  
John Smith  
123 Street Rd  
Anywhere, OH 12345-1234

You are receiving this email because our records indicate you may be the owner of a vehicle involved in an Important Safety Recall.

**IMPORTANT SAFETY RECALL NOTICE**

**Your vehicle requires an important repair that could affect its operational safety.**

VISIT <http://e04.myToyotaAuto.com/> IMMEDIATELY FOR FURTHER DETAILS.

Dear ,

Today, I am sending this additional urgent notice regarding a defect that exists in your 2003 Toyota Corolla.

Toyota strongly recommends that you have this Safety Recall remedy performed immediately. If you do not follow the instructions in this letter, you should not drive your vehicle.

**Why does my 2003 Corolla need to be repaired?**  
The subject vehicle is equipped with a front passenger air bag assembly. When operated in areas with consistently high absolute humidity, the front passenger air bag inflator could be susceptible to rupture and the front passenger air bag could deploy abnormally in a crash, increasing the risk of injury to the occupant.

**RECALL NOTICE ISSUED TO:**  
2003 Toyota Corolla

**VEHICLE INFORMATION**  
2003 Toyota Corolla

**WHAT IF I NO LONGER OWN THE VEHICLE?**  
If you no longer own this vehicle, please call us or visit your personalized website and help us contact the new owner so he or she can get their vehicle repaired as soon as possible.

The outreach program for Safety Recall E04 will focus *first*, on customers whose vehicles are currently registered or originally sold in the identified areas of Gulf States Toyota (GST) and Southeast Toyota (SET) distributorships with high absolute humidity. A *second phase* will focus on customers located in Hawaii, and the United States Territories.

### **Request**

- Ensure service department staff review and fully understand the program details for Safety Recall E04, including previous customer communications, frequently asked questions, tools, training/certification, and required replacement parts.
- Review the details of this program with your Service Managers, Assistant Service Managers/Service Consultants, and appointment scheduling staff (Business Development Center).
- Confirm parts stock and service capacity to enable prompt customer scheduling.

Thank you for your commitment to industry leading customer satisfaction and your entire dealership staff's efforts to maximize Safety Recall completion.

Best regards,

**Suggested FAQ**

Title: Safety Recall Outreach Program

**Q1: What is a “Safety Recall Outreach Program”?**

A1: Previously, Toyota has used a series of owner notification mailers to inform and remind customers of the need to have non-completed Safety Recalls performed. Toyota is now piloting a program that will employ a variety of other methods designed to contact customers and increase the number of Safety Recalls completed. This program will be called the Toyota Safety Recall Outreach Program.

**Q2: What is the purpose of the Safety Recall Outreach Program?**

A2: The purpose of this program is to:

- Expedite recall completion
- Contact customers that are difficult to reach using traditional registration data sources
- Improve awareness and completion of safety recalls for vehicles involved in fleet or business accounts
- Provide customers with enhanced support and answers to common questions
- Assist customers in scheduling appointments with their preferred dealer

**Q3: What can our customers expect from the Toyota Safety Recall Outreach Program?**

A3: In order to facilitate this program, Toyota has partnered with an experienced customer service provider to staff and implement the project and staff the Safety Recall Resolution Team (SRRT). The Toyota SRRT will use the following methods aimed at assisting customers in scheduling appointments for Safety Recall remedy with an authorized Toyota dealer. Pre-Recorded Phone Messages\*, Live Agent Phone Calls, Email Communications, and Postcard Reminders will be sent. These alternative forms of communication will help ensure your vehicle has this important Safety Recall Performed. Additionally, a website has been created to further assist customers.

*\*If a live person answers he/she will be asked to hold for the next available representative. If a voice mail/service answers, a message will be left.*

**Q4: What information will the Toyota SRRT gather from my customers?**

A4: The Toyota SRRT will:

- Verify their email address for future notifications
- Confirm whether or not the vehicle has been remedied.
- Assist customers with non-remedied vehicles in locating a dealer and scheduling an appointment.

The Toyota SRRT will **not be gathering** Social Security Number, Credit Card Number, or other sensitive information.

**Q5: Will the Toyota SRRT schedule appointments for my dealership?**

A5: No, the Toyota SRRT will ask the customer for their preferred Toyota dealership. If the customer does not have a preferred dealer, the SRRT will provide them with a list of dealers in their area. Next the SRRT will contact the customer's chosen dealership via telephone and warm-transfer the customer (hand the customer over to a dealer representative that can assist with scheduling an appointment).

**Q6: What times will the Toyota SRRT be making phone calls to my customers?**

A6: The Toyota SRRT will be placing calls between 9am and 8pm local time Monday through Friday and 10am through 5pm local time on Saturdays. However, customers may contact them directly at 1-844-857-0342, Monday through Friday 7am – 6pm Central Time.

**Q7: Will the Toyota SRRT be contacting customers whose vehicle has previously been remedied?**

A7: The SRRT will make every effort to remove completed vehicles from their list. However, for Safety

Recall E04, if a customer's vehicle has only had the Front Passenger Airbag Inflator Module disabled, he/she will be contacted once parts are available.

**Q8: Will this outreach program be launched in phases?**

A8: Yes, this outreach program will be launched in 2 phases for customers whose vehicles are covered under Safety Recall E04. The first phase will reach out to owners whose vehicles that are currently registered or were originally sold in the areas of Gulf States Toyota (GST) and Southeast Toyota (SET) with high absolute humidity. A second phase will reach out to owners in Puerto Rico, Hawaii, and other US Territories.